

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

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The advertisement features a scenic winter landscape with a snow-covered mountain, evergreen trees, and a frozen lake. A pack of Alpine cigarettes is positioned at the top center, with the mountain peak of the pack serving as the focal point. The pack is labeled "MENTHOL" and "Alpine".

**REFRESH
FOR LESS**

15 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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